

Louis J. Celli Jr.



Boston native Louis John Celli Jr. retired from the **United States Army** as a **Master Sergeant** in November 2002 after serving his nation proudly for **22 years**.

A career of various military assignments including Nuclear Chemical and Biological Defense Specialist, Infantry, Military Intelligence, Combat Construction and finally Army Recruiting, has allowed MSG Celli to lead, train and mentor hundreds of soldiers to success.

As a Recruiter assigned to the Boston Army Recruiting Company, Celli won awards as “**Top Recruiter in New England**” nearly every year for 7 years. MSG Celli’s final assignment as Senior Army Reserve Guidance Counselor at the Military Entrance and Processing Station in Indianapolis Indiana, allowed him to lead and coach the military career decisions of hundreds of Army soldiers.

In May of 2003, Louis J. Celli opened two retail stores in high profile Boston shopping destinations offering Sales, Leadership and Self Improvement programs under the brand, **Leaders Advantage Inc.**. Enthusiastically welcomed into the marketplace by consumers, Leaders Advantage ultimately evolved and restructured into a thriving and successful sales and leadership training company.

With a catalog of over 20 different courses and seminars, most of which were written and designed by Celli, and a product line of over 300 audio, video, digital and print training programs, Leaders Advantage trained companies and corporate professionals in the areas of Sales, Leadership, Business Management and Business Structure.

In 2005 Louis founded the non-profit organization **Northeast Veterans Business Resource Center Inc.** which trains and assists America’s Vetrepreneurs from Boston to Iraq. The Northeast VBRC has offices and programs in Massachusetts, Vermont, Maine, Washington DC, New York and Pennsylvania. As President and CEO of The Northeast VBRC, Louis also directs the Entrepreneurial Training program in New England and New York as **Regional Directorate for The Veterans Corporation**.

Louis is **certified by the Kauffman Institute for Entrepreneurial Leadership as an Administrator and Facilitator** for the FastTrac catalogue of business training curriculum. Mr. Celli is published, speaks professionally and has participated in drafting proposed legislation.

As a volunteer, Louis serves as a Boston chapter *and* Cyber chapter **SCORE counselor** and has donated training programs to New England area homeless veterans at **The New England Shelter for Homeless Veterans**. Louis has lead his company to train over 350 veterans in formal 10 week programs and has counseled, mentored and held seminars for **thousands of participants since 2004**.

Louis J. Celli Jr. was honored as the **2005 Veteran Small Business Champion of the Year** for Massachusetts and New England by the **United States Small Business Administration**, was awarded the **2006 National Leadership Award** from the **National Business Advisory Council** of the National Republican Congressional Committee and has been nominated for the **2006 Ernst & Young Entrepreneur of the Year, Award for Supporter of Entrepreneurship** sponsored by the Ewing Marion Kauffman Foundation.

Louis has been appointed to serve on the U.S. Small Business Administration’s **Advisory Committee on Veterans Business Affairs**, has been selected as a **member of the National Economic Advisory Committee** for the American Legion, serves as **Massachusetts Honorary chairman for both The Business Advisory Council and the Council of the House Majority Trust** of the National Republican Congressional Committee.

By partnering with SCORE, The U.S. Small Business Administration, various states’ Department of Employment and Training, The Department of Veterans Services, The American Legion and other Veteran Service Organizations, Louis continues to serve and support our nation’s heroes “*one business at a time.*”